

REGISTERED AND ELIGIBLE VOTERS MUST KNOW:

- ✓ Registration deadline is Sept. 22
- ✓ If you are already registered to vote you do not need to re-register unless you have moved
- ✓ Absentee ballot applications must be turned in Sept. 8 – 30
- ✓ Sample Ballot can be marked and brought to the polls for guidance
- ✓ Your polling place may be different — back of Sample Ballot indicates location
- ✓ County voting systems may be different — optical scan, punch-card and touch screen
- ✓ The recall has two questions — voters can vote on either or both
- ✓ Ballot also includes two important statewide measures, propositions 53 and 54

Information on these issues and more can be obtained by going to
www.myvotecounts.org

Voter Registration Hotline Numbers

English
(800) 345-VOTE (8683)

中文
(800) 339-2857

Español
(800) 232-VOTA (8682)

日本語
(800) 339-2865

Tagalog
(800) 339-2957

한국어
(866) 575-1558

Việt Ngữ
(800) 339-8163



SECRETARY OF STATE
KEVIN SHELLEY
STATE OF CALIFORNIA

myVote
counts

www.myvotecounts.org

Let's Make Every Vote Count



VOTER OUTREACH AND
EDUCATION PROGRAM
FOR THE OCTOBER 7, 2003
STATEWIDE SPECIAL ELECTION

SPONSORED BY
KEVIN SHELLEY
CALIFORNIA SECRETARY OF STATE

California Secretary of State Kevin Shelley is conducting statewide voter outreach and education to maximize voter turnout and to minimize voter confusion on the October 7, 2003, Statewide Special Election.

This program includes three key elements for educating voters and providing them critical facts for this election:

- #1 Outreach through community-based organizations
- #2 Special assistance to counties
- #3 Outreach through the mass media and the Internet

COMMUNITY-BASED ORGANIZATIONS

- ✓ Establishing a nonpartisan voter outreach and community education unit to promote civic participation
- ✓ Consulting and collaborating with thousands of community-based organizations to help new voters register and explain the use of various voting systems
- ✓ Providing flyers, newsletter content and other materials in several languages for distribution
- ✓ Visiting schools and community-based organizations to communicate what voters must know

SPECIAL COUNTY ASSISTANCE

- ✓ Assisting all counties through weekly phone calls, preparation of materials and 24-7 legal advice
- ✓ Assigning election specialists to punch-card counties to help educate voters, process ballots and avoid Election Day problems
- ✓ Working with voting system vendors to provide assistance to counties
- ✓ Posting step-by-step instructions on how to use each county's voting system on the Secretary of State's web site, www.ss.ca.gov, as well as the new voter information web site www.myvotecounts.org
- ✓ Coordinating with officials in punch-card counties to emphasize instructions to vote for only one candidate and to thoroughly punch the pre-scored card
- ✓ Coordinating with county officials to ensure adequate voter instruction on new voting systems
- ✓ Assisting counties in recruiting and training poll workers
- ✓ Send observers to counties on Election Day to respond to issues that need resolution

TV, RADIO AND NEWSPAPERS

- ✓ Producing Public Service Announcements for television, radio and newspapers
- ✓ Providing weekly messages for newspapers to publish
- ✓ Conducting regular press events to discuss critical voter information
- ✓ Placing voter education pieces in newspapers
- ✓ Speaking with television and radio news programs
- ✓ Providing a one-stop shop for election info at www.myvotecounts.org and encouraging organizations to post a link on their web sites

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